

Amendments to the Claims:

Claim 1. (Currently Amended) A system for providing node targeted content in an addressable network, comprising:

an access request receipt module;

a module configured to provide ~~means for providing~~ information in response to the access request; and

a module configured to present ~~means for providing~~ at least one message ~~to be displayed~~ prior to completing display of the information and based upon an expected time period.

Claim 2 (Original) The system of claim 1, further comprising:

a user profile containing user information; and

a base message set from which the at least one message is chosen; wherein the choice of the message is based on the user information.

Claim 3 (Original) The system of claim 2, further comprising:

a first transmission module operative to transmit the information; and a second transmission module operative to transmit the at least one message.

Claim 4 (Original) The system of claim 3, wherein the second transmission module is further operative to transmit the entirety of the base message set prior to the transmission module transmitting the information.

Claim 5 (Original) The system of claim 3, wherein the second transmission module transmits the at least one message during transmission of the information by the first transmission module.

Claim 6 (Currently Amended) The system of ~~claims 4 and 5~~ claim 4, wherein the first and second transmission modules are the same.

Claim 7 (Original) The system of claim 4, wherein the message is an advertisement.

Claim 8 (Original) The system of claim 2, wherein:

the user information is specified by a user;

the access request receipt module is located at a first site of the addressable network;

the user profile is stored in a database; and

the database is located at a second site of the addressable network.

Claim 9 (New) A system for providing node targeted content in an addressable network, comprising:

a web browser configured to receive and communicate a request to connect with a network node identified by an uniform resource locator and in response thereto to receive and present information provided by the network node; and

a first module configured to determine a time period available for presenting one or more messages; and

a second module configured to present at least one message during the time period.

Claim 10 (New) The system of claim 9, wherein the time period further comprises a quantity of time needed for the web browser to establish the connection with the network node and to retrieve and present a viewable portion of the information.

Claim 11 (New) The system of claim 10, wherein the time period is predetermined.

Claim 12 (New) The system of claim 9, wherein the time period is indefinite.

Claim 13 (New) The system of claim 9, wherein the time period is less than an amount of time necessary for the web browser to request, retrieve and present a first frame of information formatted using hyper text markup language.

Claim 14 (New) The system of claim 9, wherein the message is terminated upon expiration of the time period.

Claim 15 (New) The system of claim 9, wherein the message is terminated prior to expiration of the time period and in conjunction with the presentation of at least a portion of the retrieved information.

Claim 16 (New) The system of claim 11, wherein the at least one message is selected based upon the time period available.

Claim 17 (New) The system of claim 9, wherein the at least one message is selected based upon a user profile.

Claim 18 (New) The system of claim 17, wherein the user profile is stored at a node remote to the web browser.

Claim 19 (New) The system of claim 16, wherein the user profile is derived from Internet usage.

Claim 20 (New) The system of claim 9, wherein the message presented is selected based upon the amount of the information provided by the network node.

Claim 21 (New) A method for providing one or more messages to an Internet user, during an Internet session, comprising:

receiving a request from an Internet user, during a current Internet session, to establish a connection with a first Internet site, the request including an address identifying content available from an Internet site;
estimating a first time period necessary to retrieve the content from the Internet site;
identifying a message to present to the Internet user;
presenting the message during at least a portion of the first time period.

Claim 22 (New) The method of claim 21 wherein the message is presented for a second time period, the second time period being longer than the first time period.

Claim 23 (New) The method of claim 21, wherein the message is identified based upon a user profile.

Claim 24 (New) The method of claim 21, wherein the content is retrieved using at least one of the file transfer protocol and the hyper text transfer protocol.

Claim 25 (New) The method of claim 21, wherein the message is obtained from a local data store established during a previous Internet session.

Claim 26 (New) The method of claim 21, further comprising receiving an election that the Internet user desires to receive the message.

Claim 27 (New) The method of claim 21, further comprising receiving an indication that the Internet user does not desire to receive the message.

Claim 28 (New) The method of claim 21, wherein the message is presented during a loading time of the content and is terminated based upon a loading state.

Claim 29 (New) The method of claim 28, wherein the loading state is user specified.